

The vehicle wheel includes an outer rim hoop with means for holding a tire, a plurality of spoke portions, and a central hub assembly. The central hub assembly includes an axle assembly and a hub shell that is rotatable about the axle. The hub shell includes at least two axially spaced outer flanges for attachment with the spokes. The spokes are connected at their outer ends to the rim hoop and at their inner ends to their respective outer flange. Firm attachment between the spoke and the outer flange is achieved by engaging of a portion of the spoke with a cavity formed within at least one of the rim and the outer flange. Also disclosed are attachment arrangements that include an intermediate connection member to facilitate attachment between the spoke and the cavity.